

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A shelf talker for displaying product information on an edge portion of a shelf, comprising:

a label sheet having upper and lower end portions and first and second faces;

said second face of said label sheet having adhesive provided thereon for adhesively

5 coupling at least a portion of said label sheet to the edge portion of the shelf;

said first face of said label sheet being adapted to have the product information printed thereon;

said label sheet having a first line of weakness formed within said label sheet

[[intermediate]]extending completely between said upper and lower end portions and defining a
10 line separating said upper and lower portions so that said upper and lower end portions [[may be
selectively]] are separated from one another when said label sheet is broken along said first line
of weakness; and

a liner sheet operatively coupled to said adhesive and the second face of said label sheet.

2. (Currently Amended) The shelf talker of claim 1 further comprising a second line
of weakness formed within said liner sheet to define a secondary liner that is selectively
separable from said liner sheet.

3. (Original) The shelf talker of claim 2 wherein said secondary liner is located closely adjacent the lower end portion of said label sheet.
4. (Original) The shelf talker of claim 3 wherein said secondary liner is formed to have a size and shape approximating a size and shape of said lower end portion of said label sheet.
5. (Original) The shelf talker of claim 4 wherein said secondary liner is slightly smaller in size than the lower end portion of said label sheet.
6. (Original) The shelf talker of claim 5 wherein said secondary liner is positioned with respect to the lower end portion of said label sheet so that if said secondary liner is separated from said liner sheet and said liner sheet is separated from said label sheet, a portion of the second face of said lower end portion of said label sheet will become exposed.
7. (Currently Amended) The shelf talker of claim 1 wherein the upper end portion of said label sheet is provided with a size [[and shape]] approximating a size [[and shape]] of a width of the edge portion of the shelf.
8. (Original) The shelf talker of claim 1 wherein said liner sheet is comprised of a lightweight, non-curl liner material.

9. (Original) The shelf talker of claim 1 wherein said liner sheet material is comprised of polypropylene.
10. (Original) The shelf talker of claim 1 wherein the product information is printed on the first face of said label sheet by flash fusion.
11. (Original) The shelf talker of claim 1 wherein the first surface of the lower end portion of said label sheet is provided with promotion-specific information relating to the product.
12. (Currently Amended) The shelf talker of claim 1 [[further comprising]] wherein said label sheet includes a plurality of label sheets, each having respective upper and lower end portions, and respective first and second faces, and respective first lines[[a line]] of weakness separating said upper and lower end portions, said label sheets being operatively coupled to said liner sheet in spaced-apart [[relationship]]relationships with one another.
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- 13-19. (Canceled)

20. (Withdrawn) A method of using the shelf talker according to claim 19 comprising the steps of:

removing said liner sheet from at least one of said plurality of label sheets but leaving said secondary liner associated with said at least one of said plurality of label sheets coupled to
5 said at least one of said plurality of label sheets;

adhesively coupling at least a portion of said at least one of said plurality of label sheets to the edge portion of the shelf to display the product information for a product promotion;

detaching said lower end portion of said at least one of said plurality of label sheets from said upper end portion at said line of weakness upon a completion of said product promotion;

10 and

leaving the upper end portion of said at least one of said plurality of label sheets adhesively coupled to the edge portion of the shelf for a selective period of time.

21. (New) In combination, a label and an object to which the label is secured, said combination comprising:

a label sheet having upper and lower end portions and first and second faces;

said second face of said label sheet having adhesive provided thereon for coupling a
5 portion of said label sheet to an edge portion of an object to which the label is attached;

said first face of said label having product information printed thereon;

said label sheet having a line of weakness formed within said label sheet and extending between said upper and lower end portions and defining a line separating said upper and lower

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end portions so that said upper and lower end portions are separated from one another when said

10 label sheet is broken along said line of weakness;

a liner sheet coupled to said adhesive and said second face of said label sheet; and

wherein said lower end portion extends substantially vertically below the upper end

portion and not in contact with the object.